Good To Go!™

brand standards and style guidelines

Good To Go!

WSDOT

Washington State
Department of Transportation

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The brand standards and style guidelines outlined in this document serve as the design manual for the *Good To Go!* program. It provides the foundation for consistent application of the *Good To Go!* brand across all communications, media, collateral promotions, and advertising.

Included in this manual are tools and resources for verbal and visual communications that protect the *Good To Go!* brand identity and support the WSDOT tolling program. This manual includes use guidelines for the *Good To Go!* logo, color palettes, typefaces, and imagery.

Why brand identity standards are important

It is important to maintain consistency in WSDOT messaging, product design, agency branding and identity for all WSDOT products. This serves to renew and enforce our relationship with the traveling public and to support our brand of on-time, on-budget performance; accountability; and real benefits to the traveling public.

It is the responsibility of all WSDOT employees and those who produce work representing WSDOT, to follow these branding standards.

The *Good To Go!* brand

Good To Go! is the name of our electronic tolling system in Washington state. With the *Good To Go!* program, drivers can use one account on any tolled bridge or road in Washington.

The *Good To Go!* brand was created to serve as the identity for the electronic tolling system in Washington state. One brand identity unifies the multiple tolling roadways currently in place as well as future systems.

Consistency and accuracy in the way the brand is expressed and reproduced will build brand strength and increase awareness of WSDOT's tolling system.

Brand promise

Good To Go! electronic tolling makes smart use of technology to get people to the things that matter most in their lives easily and quickly.

Brand attributes

- Simple and straightforward (not overly technical, complicated or convoluted)
- Approachable (not bureaucratic or guarded)
- Modern (not dated)
- Quietly confident (not a sales pitch)
- Smart (not intellectual)

Current tolled facilities in Washington state (top to bottom: Tacoma Narrows Bridge, SR 167 HOT lane, SR 520 bridge)

Rules for *Good To Go!*™ logo use

The logo is to appear in one color. The logo color is PMS 335 (green). It can also be printed in black if printing in one color. Two versions of the *Good To Go!* logo that include the WSDOT logos are available for use. The two line WSDOT logo should be used for print applications where it will be more easily read. The acronym version should be used for larger scale applications where visibility may be limited or at a distance.

When the logo is set again a colored background or a photo and there's not enough contrast to use the above logos, the logo with a bar code should be used.

Linear logo

An acceptable variation of the *Good To Go!*™ logotype may be used as illustrated below.

- The logotype can be used when space is limited or logo size is visually impaired.

- It is the suggested logo for video traffic cameras, TV footage by-lines and similar circumstances where limited exposure affects the ability to make a visual impression.

- Suggested logo for small items, advertising specialties, etc.

- When the logo is set again a dark background, the logotype should be reversed out.

Good To Go! Pass with signal graphic

- The *Good To Go!* Pass graphic is a rendering of the pass with a wireless signal coming off either the top left or right hand corner.

- The intended use of this graphic is to visually convey what electronic tolling is, how a *Good To Go!* Pass works, and to support the positioning of no tollbooths, no stopping, no slowing down.

- This graphic rendering represents the pass and should not be used in place of the logo.

Good To Go! sticker pass graphic

A set of sticker type *Good To Go!* pass graphic has been developed for specific marketing campaign and should not be used in place of the logo.

Improper use

Do not
- Change the size relationship of the logo elements
- Squeeze, stretch or condense the logo out of its proportions
- Substitute any other typeface, font weight or style in the logotype; logos should appears as illustrated in this manual
- Print the logo in more than one color
- Outline the logo
- Combine other elements with the logo
- Attempt to re-create the logo
- Add other words to the logotype
- Use the graphic in all caps or all lowercase type
- Reverse the rendering of the logo

Clear space

A clear space equal to the height of the letter G should be maintained around the entire *Good To Go!* logo. This helps to preserve the integrity of the identity and to prevent other forms from being incorporated into the logo.
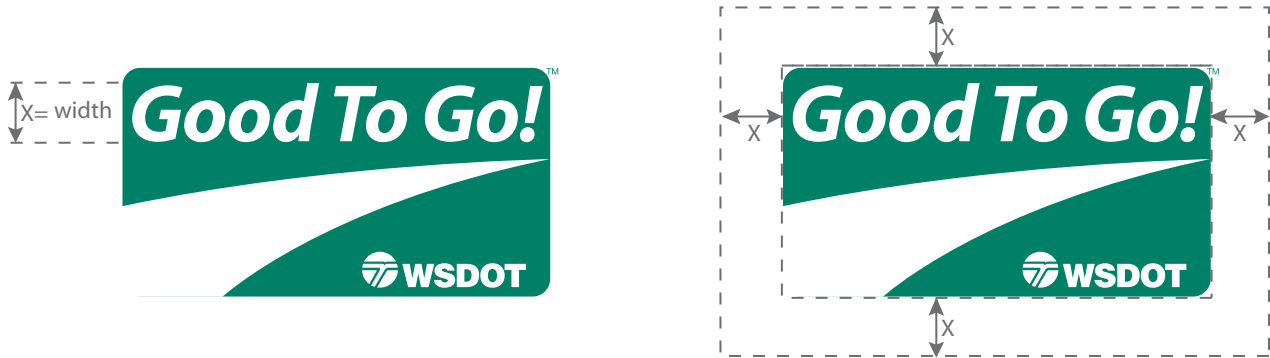
Sizing

When determining the size for using the *Good To Go!* logo, it is important to maintain the integrity and legibility regardless of the application.

The minimum size required for print applications to maintain brand identity and apply the clear space rule is as follows:

½" minimum height

¼" or 16 pt minimum height

Official colors

PMS 335 (green)

Black

In certain instances when printing one color and that color is not listed above, it should appear in the darkest color so as not to appear in reverse, i.e.: ink color or paper color whichever is darker.

Official colors for *Good To Go!* marketing campaign

Purple (PMS 259 / 55 C + 100 M + 0 Y + 15 K / 120 R + 29 G + 126 B / Hex# 781D7E)
is the primary campaign color for the *Good To Go!* marketing and communications campaign.

When appropriate, it is acceptable to:
- Use a gradient of PMS 259

- Use PMS 259 as a background color (use a light color, preferably white, for text that appears over PMS 259)

- Use PMS 259 as a font color (use a light color, preferably white, as a background color when using PMS 259 for type)

Green (PMS 335 / 100 C + 0 M + 65 Y + 30 K / 0 R + 128 G + 102 B / Hex# 008066)
is the secondary color for all campaign materials. The objective is for elements that are green to stand out against the purple and/or white background.
- Use as the primary color for key graphic elements (the pass graphic, icons, etc.)
- Use as a secondary background color, when needed.
- Use for fonts to highlight important information (urls, etc.)

Supporting typography

Arial or Helvetica are preferred as the typeface for text copy. In most cases the copy should be set flush left, ragged right and in upper and lower case. Alternative typefaces should be carefully considered for compatibility with the logotype.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Text in a paragraph

When using the text *Good To Go!* in a paragraph, headline, or body copy the text should always be italicized, each word capitalized and use an exclamation point.

Good To Go! Pass

- When referring to the transponder in writing it should be referred to as the *Good To Go!* Pass, whether it is the windshield mounted pass, license plate mounted pass, or motorcycle pass.

- 'Pass' should always be initial-capped when used in conjunction with *Good To Go!*, but not italicized.

- Always use 'pass' in conjunction with *Good To Go!* in the first instance of a paragraph/page. Subsequent references to the *Good To Go!* Pass can be referred to as simply "pass" (lower case when not used with *Good To Go!*).

  - First instance: *Good To Go!* Pass
  - Subsequent use on same page/paragraph: pass

Good To Go! account

- When referring to customers' online account, the preferred term is: '*Good To Go!* account'

- Always italicize *Good To Go!*, but not account. It is not necessary to initial capitalize account.

- Electronic tolling account is an acceptable alternative. Avoid using 'tolling account' if possible.

Use of road names

Advertising materials

In the interest of speaking in a conversational and consumer-centric tone, it is not necessary to include SR before bridge names in advertising materials (newspaper, radio, television, online, etc.). However, SR should be used with roads when that is how that road is commonly used.

- Header/Headline: 520 Bridge, Tacoma Narrows Bridge, SR 167 HOT Lanes
- Body copy: 520 bridge, Tacoma Narrows bridge, SR 167 HOT lanes

WSDOT site/collateral/public outreach materials

In website, collateral and public outreach materials, roadways should always be referred to using their proper names. However, as in advertising, "bridge" only needs to be capitalized when used in a headline/header and lower case when used in body copy.

- Header/Headline: SR 520 Bridge, Tacoma Narrows Bridge, SR 167 HOT Lanes
- Body copy: SR 520 bridge, Tacoma Narrows bridge, SR 167 HOT lanes

Note: Bridges should never be referred to as simply "bridge" – They must always be preceded by their names (for example 520 or SR 520).

Trademark

The *Good To Go!* logo is trademarked to ensure legal protection. Always use official master art for the logo – never recreate it.

Logo usage assistance

- Official logo files as well as high-res versions can be requested by contacting WSDOT Graphics at **graphics@wsdot.wa.gov**

- Graphic products can be submitted electronically for review to insure they meet WSDOT criteria for branding. Please contact WSDOT Graphics at **graphics@wsdot.wa.gov** for assistance with collateral materials

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